

# METHOD FOR ADVERTISERS TO SPONSOR BROADCASTS WITHOUT COMMERCIALS

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## 5 ABSTRACT

10 A system and method that allows content to be broadcast without commercial  
interruption, yet lets the company or companies that sponsor the broadcast to offer  
advertisements and discounts and various special offers to the viewers at a later  
15 time. The amount of time a viewer spends watching a particular broadcast is  
recorded along with information about the sponsoring companies or organizations for  
the broadcast. The viewer later accesses a central database, which sends back to  
the viewer advertisements, coupons, discounts, contests, and other enticements to  
purchase products, based on the amount of time the viewer spent watching broadcasts  
or segments of broadcasts that were sponsored by the advertiser.